

# Jack "Pepper" Petersen

845 E. 6<sup>th</sup> Ave. Helena, MT 59601 (406) 461-8883 pepper@coldwaterpr.com

May 9, 2011

Representative Jon Sesso  
Montana House Minority Leader  
811 W Galena ST  
Butte, MT 59701-1540

Dear Representative Sesso:

I was recently made aware that the State of Montana is once again in need of a Commissioner of Political Practices to preside over campaign finance reporting, lobbyist expense disclosures and ethics complaints against elected officials. I believe I would make an excellent choice to fill the position and I could bring even-handed, non-partisan judgment to the position. I hope that you would include my name in your upcoming nominations to fill the position.

My entire career has been focused on bringing more government accountability and accessibility to the citizens. I have extensive political experience on both sides of the ideological divide that usually separates the two dominant political parties, and I am a firm believer in citizen access to our government and increased government transparency. I understand in great detail the complex and ever changing regulations that govern political speech and activities in Montana and would hope to act as a guardian for the integrity of the political process for all of Montana's citizens regardless of political stripes were I chosen for this position.

I have an excellent work ethic and am an effective leader in times of crisis. I am at ease presenting complex ideas and concepts to sometimes unfriendly audiences, and can communicate effectively in times of crisis and "on the fly". Crowds, cameras, and microphones don't scare me, and my demeanor puts others at ease in good and bad times. I'm a people person, and I value relationships. I pride myself in my ability to talk to anyone and find common ground between diverse and sometimes conflicting groups.

I have built good relationships with office holders in both parties. I have excellent computer skills, and am comfortable with new media and most technology. I am familiar with MS Office Package, PC and MAC platforms, Donor Perfect, Raiser's Edge, Ebase, Fox Pro, Adobe Photoshop, Excellent Research Skills, Nielsen.

In work, as in life, I enjoy a positive environment. I am seeking a challenge, excitement, and professional development as well as the opportunity to serve the people of the great state of Montana. I've included my resume for your review. I hope you will consider my application. I look forward to an opportunity to further discuss this opportunity.

Sincerely,

J.D. "Pepper" Petersen, MNM

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## Professional Experience

**Chief Executive Officer.** *ColdWater Public Relations*, Helena, MT. 2005 – Present.

Responsible for providing strategic advertising, marketing and public relations counsel and services for diverse clientele. Notable clients included: Lockheed Martin, Delta Airlines, Montana Army National Guard, National Rifle Association, General Motors, American Chemistry Council, and American Petroleum Institute.

### **Duties and Responsibilities**

- Public/Government/Media relations •Branding/Marketing •Political/Issue Advocacy •Social marketing
- Paid/Earned media •Crisis consulting •Corporate spokesperson •Grassroots/grasstops organizing

**Communications/Development Director.** *Prickly Pear Land Trust*, Helena, MT. 2004– 2005.

Responsibilities included directing all communications and fundraising activities in conjunction with the board and executive director of the organization.

### **Duties and Responsibilities**

- Media/Public relations •Event planning •Media Strategy •Web content management •Social marketing
- Fundraising •Direct mail •Staff/volunteer management •Publication development •Training

**Development Associate/Political Organizer.** *Montana Conservation Voters*, Billings, MT. 2003– 2004.

Responsibilities included coordinating all electoral and grassroots activities for MCV, directing targeted independent PAC expenditure efforts, fundraising, and grassroots and grasstops organizing.

### **Duties and Responsibilities**

- Fundraising •Grassroots organizing •PAC management •State and Federal campaign compliance
- Coordination of state and local political activities •Policy analysis •Lobbying •Candidate recruitment

**Development Director.** *Project Vote Smart*, Philipsburg, MT. 2002– 2003.

Responsibilities included directing all fundraising activities in conjunction with the board and president of the organization to raise an annual budget of \$2.6 million.

### **Duties and Responsibilities**

- Fundraising •Membership management •Manage staff, volunteers, and interns •Budgeting •Reporting
- Development of fundraising publications •Public and media relations •Policy Research

**Marketing Coordinator.** *Covington Publishing Company*, Covington, TN. 1997 –2000.

During my time at the publishing company, I acquired the skills to put together first class publications.

### **Duties and Responsibilities**

- Sales and Marketing •Graphic design •Photography and story development •Employee supervision

## Education

Masters in Non Profit Management. Regis University, Denver, CO. 2005.

Bachelor of Arts in Political Science. University of Memphis, Memphis, TN. 2002.

## Computer Skills

MS Office Package, PC and MAC literate, Donor Perfect, Raiser's Edge, Ebase, Fox Pro, Adobe Photoshop

## Professional Associations

Member, Public Relations Society of America (PRSA)

Member, Montana Chamber of Commerce